

\$15,000 Prize List In Herald's Salesmanship Club

WHY IS THE HERALD DOING THIS?

A natural question and easily answered.

In normal times our circulation department employs a number of people for promotion work. But these are not normal times. The war and the readjustment period which is following has decimated the ranks of labor or at least shifted it, according to conditions. But the promotion of newspaper circulation must go on.

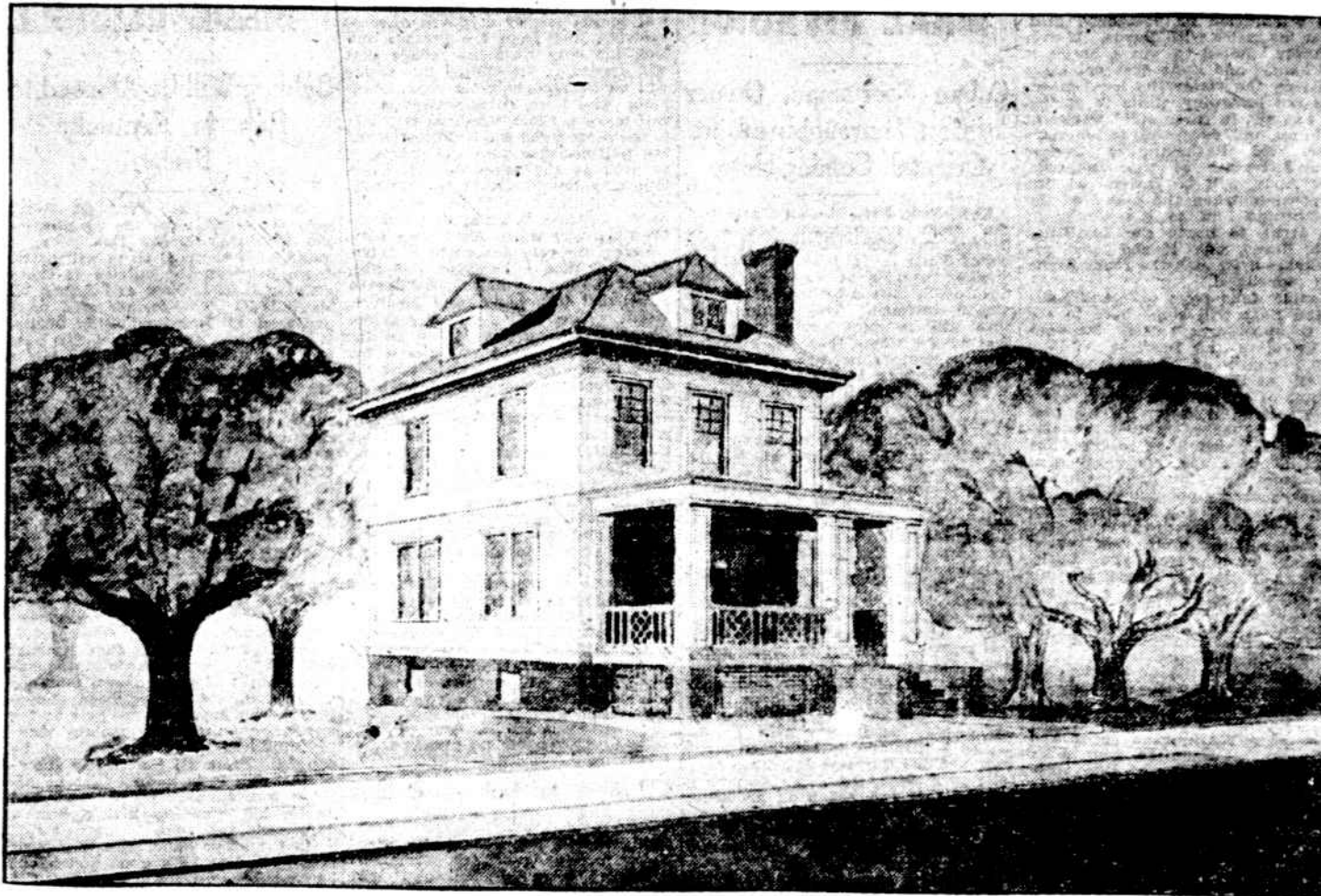
We have exhausted the usual means of obtaining the labor we need hence we are adopting a novel, practical and promising plan to meet the emergency. Our readers are of a live wire and discriminating class. We are appealing to them to furnish us the help we need. And our plan insures those who help us certain and liberal reward for their time and trouble.

The Herald today is the best newspaper that we have ever published and every day we are adding features to make it better. We have two news services, a feature service, our editorials are quoted all over the world. Our features, many of them new, like Potash and Perlmutter, William Allen White, superior comics, are the best that money can buy. Many members of our regular staff are returning from the service, including the author of the famous "Good Morning, Judge" articles. And our service has improved 100 per cent.

With ordinary methods of distribution and introduction, the Herald by sheer reason of its excellence as a newspaper is the fastest growing newspaper in Washington. But we want it to grow more rapidly and we expect to add 10,000 subscribers in the next two months. Hence we are giving our friends and readers a chance to share the profits of our prosperity.

Every one is practicing salesmanship to a greater or less degree, so The Herald will call this campaign a "Salesmanship Club," in which every active club member is bound to win a prize. The value of that prize depends upon the salesman's ability.

FIRST GRAND PRIZE



BUILDING OPERATIONS ON THIS EXACT HOUSE START IMMEDIATELY, TO BE READY FOR OCCUPANCY BY MAY 20.

6108 Third Street Northwest

On Takoma Park Car Line of Fourteenth Street System of Capital Traction Co.—Adjoining Saul's Addition—In One of the Finest Residential Sections of Washington.

Living-room, 14x21 ft., with fireplace; dining-room, 12x17 ft.; kitchen, 9x12 ft.; pantry, 5x8 ft., with built-in refrigerator and gas range. Back porch, 3 large sleeping rooms, large closets, bathroom and large sleeping porch.

Built by Chas. E. Wire, Inc., for the well-known real estate firm of Terrell & Little, Inc. No house in this division selling for less than \$7,000. Twelve houses nearing completion right on Rittenhouse street, adjoining.

This house will be insured for \$7,000 for one year by Paul F. Grove, 414 Southern Building.

THIS TELLS THE STORY

The Washington Herald, through its "Salesmanship Club," will award \$15,000 in prizes to the people residing in the field in which it circulates.

Prizes are to be awarded according to the subscription votes obtained by the candidates. These votes are given on subscriptions to The Washington Herald as shown in the schedule.

Any man or woman, married or single, young or old, may join the "Salesmanship Club."

Those who wish to enter the Club may nominate themselves.

The entry blank is good for 1,000 votes as a starter. Candidates may procure subscription votes anywhere, no matter what district they may live in. They can work in any district or even outside of the territory mentioned.

A list of the candidates and the standing of each will appear in The Washington Herald from time to time, so that the friends interested may note the progress of those competing.

The "Salesmanship Club" will be no long-drawn-out affair. You are not going to be compelled to wade through a wearisome campaign or kept in suspense.

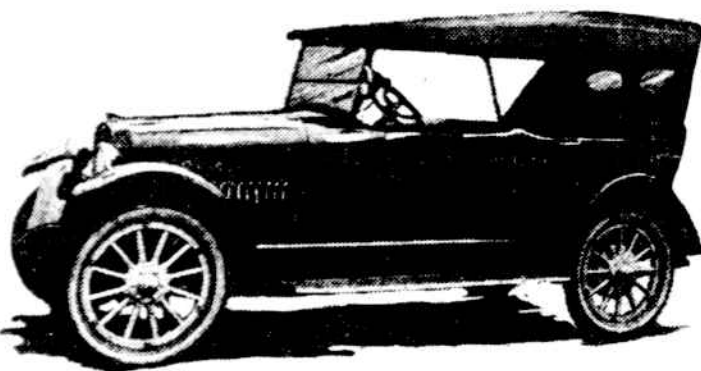
The campaign starts at once and closes on April 26th.

Now don't hesitate another minute. On entering your name in the list of candidates, the entry blank will give you 1,000 votes to start with.

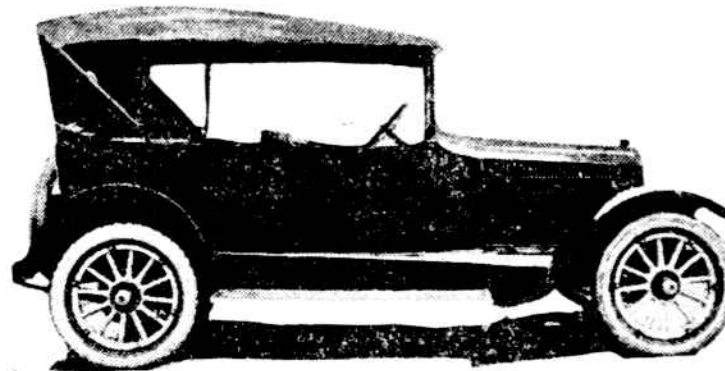
Get busy right now. Don't let time mark another minute against your chance for success.

The Salesmanship Club Department is located on the second floor of The Washington Herald Building. Call or phone Main 3300 for a receipt book.

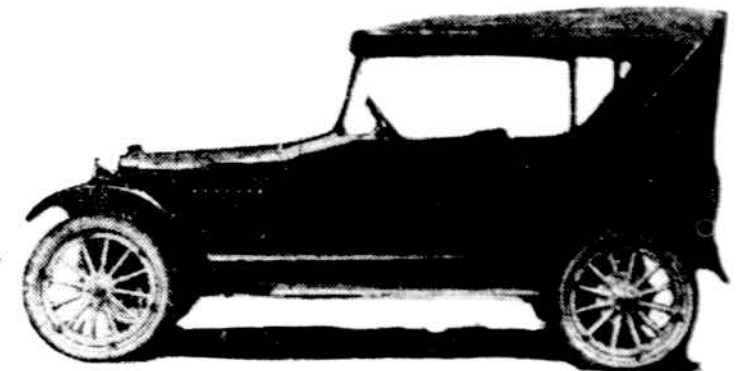
Second--\$1655 Nash



Third--\$1650 Liberty



Fourth--\$1305 Saxon Six



FIFTH GRAND PRIZE.

**\$742.64 Worth of Furniture complete
for three big rooms; thirty pieces.**

**On display third floor THE HUB,
7th and D Streets.**

FIRST DISTRICT PRIZE

**Ten Actual \$100 Solitaire
Diamond Rings**

**Either Ladies' or Gentlemen's.
Absolutely perfect blue-white stones.
Purchased from and on display at
CHARLES SCHWARTZ & SON,
708 Seventh Street N. W.**



THIRD DISTRICT PRIZE

**Ten Elgin Watches, 15 jewels,
20-year case—either ladies' or gentlemen's. Purchased
from and on display at**

**SELINGER'S
820 F Street, Corner Ninth.**



10 \$50.00 MERCHANDISE ORDERS.

20 \$20.00 MERCHANDISE ORDERS.

10 PER CENT CASH COMMISSION

To All Active Nonprize Winners.

Salesmanship Club Starts at Once and Closes April 26

Get an Early Start

**Address All Entry Blanks and Letters to
THE WASHINGTON HERALD**

Second Floor, Washington Herald Building

**Office Open From 9 o'Clock A. M. Until 9 o'Clock
Every Evening. Phone, Main 3300**

**DO
ANY
ONE
OF
THESE
THINGS**

**FILL OUT ENTRY BLANK
TELEPHONE MAIN 3300 TODAY
SEND NAME AND ADDRESS ON POSTAL CARD
WRITE FOR FREE PRINTED MATTER
CALL AT THE OFFICE AND TALK IT OVER
ENTER THE NAMES OF ONE OR TWO FRIENDS
ASK YOUR FRIENDS TO VOTE FOR YOU**

ENTRY BLANK

**The Washington Herald Salesmanship Club
Good for 1,000 Credits**

I nominate as a member of your Salesmanship Club

Name

Address

Suggested by

Address

NOTE—Only one nomination coupon will be accepted for any one candidate.